

FILE

fashion calendar

1970

MARCH 30

30th year • issued weekly

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
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ruth finley, publisher tr 9-2343 8 east 77th street new york, n.y. 10021

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader...Ruth Henley, Editor.

WEEK BEGINNING MONDAY, MARCH 30, 1970

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday March 30 5:00 P.M.	RETROSPECTIVE EXHIBITION Showing of Vera's paintings from 1945-1970. Sale of limited edition silk screens for benefit FIT. By invitation only. Publicity: Rea Lubar, 279-0790.	VERA	EMILE WALTER GALLERY 121 EAST 57TH STREET
Beginning Monday March 30	FALL KNITS AND COSTUMES Fall knits and costumes designed by Cara Kirby, Susumu, Pierre Lucé, at continuous showings. Contact: LO. 4-1434.	JUNIOR ACCENT	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday March 30	OPENING OF FALL COLLECTION Continuous showings. Contact: Bettye Whiteman, CH. 4-7373.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday March 30	OPENING OF FALL COLLECTION Continuous showings of Fall collection by Jerry Feder of Anne Klein Studio. Contact: Ron Silverman, 947-3242.	ST. JOSEPH- CEZAR LTD.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday March 31 9:00 A.M. Coffee	3RD ANNUAL DESIGN AWARDS Presentation of awards to students of Parsons School of Design. By invitation. Contact: EL. 5-6800.	BONWIT TELLER	SHOE DEPT. 8TH FLOOR
Tuesday March 31 9:30 A.M.	PREVIEW OF FALL COLLECTION By reservation. Contact: WI. 7-4551.	TIFFEAU BOUTIQUE	550 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday March 31 9:30 A.M. and 2:30 P.M.	"COLOR '71" PRESENTATIONS Two presentations of "Color Voices - Spring Plantings '71". (Repeat Shows: Wed., April 1 at 9:30 and 2:30.) All showings by invitation. Contact: 262-7171. Publicity: Susan Lifton, The Rowland Company, MU. 8-1200.	EASTMAN CHEMICAL PRODUCTS	1133 SIXTH AVENUE 44TH FLOOR
March 31	2:30 P.M., EASTMAN CHEMICAL "COLOR VOICES" PRESENTATION (see above)		
Tuesday March 31 3:30 P.M. Cocktails	OPENING OF FALL COLLECTION Fall collection of dresses and costumes. For press and buyers, by invitation. Thereafter continuous. Contact: 563-7780. Publicity: Viola Rossi, 38 East 57th Street, TE. 8-6020.	KIMINETTA	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday March 31 5:30 P.M.- 8:00 P.M.	PREVIEW: NEW ANTIQUES SHOP Opening of Mallett of London antiques shop. Publicity: Madeline de Vries, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR <u>Invitations will be issued.</u>

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday March 31- May 10	OPENING OF ART EXHIBIT Special exhibition of Morris Louis' "Omega" paintings. Public Relations: Leon Levine or Patricia Behrmann, 249-4100.	WHITNEY MUSEUM OF ART	945 MADISON AVENUE AT 75TH STREET
April 1	9:30 A.M., EASTMAN CHEMICAL "COLOR VOICES" PRESENTATION (see page 1)		
Wednesday April 1 12:30 P.M. Luncheon	FASHION SHOW AT LUNCHEON "The New Rich Hippie Look in Leather for Him and Her". Reservations (\$5.95): CI. 6-9171. Barbetta Publicity: Ellen Perl, TE. 2-8212.	STEVE SAUNDERS FOR BUCKROE	BARBETTA RESTAURANT 321 WEST 46TH STREET
April 1	2:30 P.M., EASTMAN CHEMICAL "COLOR VOICES" PRESENTATION (see page 1)		
Beginning Wednesday April 1	OPENING OF FALL COLLECTION Continuous showings. Contact: LW. 4-4197.	GREGG DRADDY	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Wednesday April 1	OPENING OF "INTERMISSION" Small collection of "any-season" clothes--a prelude to Fall. Continuous by appointment. Contact: 594-5660.	LEO NARDUCCI	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday April 2 11:00 A.M. & 3:00 P.M.	SHOWING OF FALL KNITWEAR Ready-to-wear knits and accessories. <u>Second show at 3:00.</u> By invitation. Contact: Libby King, 535-3542.	HALSTON INTERNATIONAL	33 EAST 68TH STREET SHOWROOM - 3RD FLOOR
Thursday April 2 6:00 P.M.	SPRING FASHION PRESENTATION Showing in cooperation with <u>Vogue</u> and Gilbey's Vodka. Open to public. Publicity: Adrienne Seiden, OR. 5-1000.	FRANKLIN SIMON	PROMENADE 4TH FLOOR
Saturday April 4- April 12	14TH ANNUAL AUTO SHOW Over 600 cars will be on display, including new subcompacts and luxury cars. (Second annual International Symposium on the Automobile, spon- sored by Society of Automotive Engineers, Wed., April 8, Park-Sheraton Hotel; speaker: Lord Donald Stokes, board chairman, British Leyland Motors.) Public Relations: Gene Graf, 331 Madison Avenue, MU. 2-4802.	INTERNATIONAL AUTOMOBILE SHOW	N.Y. COLISEUM COLUMBUS CIRCLE
Sunday April 5- April 8	FALL MARKET WEEK Over 300 boys' and young men's manufacturers will exhibit Fall lines on 5th-11th floors; 200 manufacturers will show in special "Children's World" on 12th floor. <u>Breakfast fashion shows: April 6, 7, 8 at 8:00 A.M., spon-</u> <u>sored by Celanese Fibers, price: \$5.00. Luncheon seminar: "Encounter '70",</u> <u>Mon., April 6, 12:00 Noon, price: \$2.50. Contact: Robert Gur-Arie,</u> <u>594-5130.</u>	BAMA (10 W. 33RD ST.)	HOTEL NEW YORKER 8TH AVE. & 34TH ST.
April 5- April 9	21ST FASHION WEEK IN MUNICH. Contact: Gerald Kallman Associates, 30 Journal Square, Jersey City, N.J., 201-653-3304.		
Monday April 6 3:30 P.M.	FALL-WINTER BRIDAL COLLECTION By invitation only. Thereafter by appointment. Contact: Gulie Pollock, 244-3847.	PRISCILLA OF BOSTON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday April 6	OPENING OF FALL COLLECTION Continuous showings, by reservation. Contact: Sherry Strauss, CO. 5-3700.	LADY MANHATTAN	1407 BROADWAY SHOWROOM - 15TH FLOOR
Beginning Monday April 6	SHOWING OF FALL KNIT COLLECTION "The Look of First Fall"--continuous showings. Contact: 524-3818.	MR. MORT BY STAN HERMAN	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Monday April 6	OPENING: EARLY FALL COLLECTION Continuous, by appointment. Contact: Florence Stelzer, 564-4130.	PLW BY LEE EVANS	1407 BROADWAY SHOWROOM - 39TH FLOOR
Beginnnng Monday April 6	EARLY FALL COLLECTION Continuous showings. Contact: CH. 4-3558.	PETTI 4'S	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Beginning Monday April 6	BACK-TO-SCHOOL COLLECTION Shirts, sweaters, and new concept in toddler's collection. By reservation. Contact: Tom Rosenthal, 947-8100. Publicity: Janet Laib, UN. 1-0110.	ROB ROY	34 WEST 33RD STREET SHOWROOM - 4TH FLOOR

Monday April 6- April 10	40TH READY-TO-WEAR SHOWINGS IN ITALY <u>Mon., April 6:</u>	CENTRO DI FIRENZE PER LA MODA ITALIANA	PITTI PALACE FLORENCE, ITALY
	4:30 P.M. Opening ceremony		
	5:30 P.M. <u>Furs</u> by: Le Gardien, Roberto Cavalli, Lesy, Aldo Prisco, Gianni de Rossi, Italbrit, Soldano, Zanichelli, Assunta, Pellegrini, Parodi, Fendi, Melloni		
	9:30 P.M. <u>Menswear</u> by: Max Vita, Corsini, Barbaro, Rosati, Nativo, Mimmo Siviglia, Tommy Carenci, Valentin Baratta, Litrico, Datti-Rocchi Linea, Ken Scott		
	<u>Tues., April 7:</u> 10:00 A.M. <u>Leather</u> by: Montedoro, Ferragamo, Trell, Pi-Cri, Avolio, Garbell, Glans, Daniele, Bertoli, Gibo, Krizia, Puccetti, Lux Sport, Litrico, Wanda Roveda		
	3:30 P.M. <u>Boutique</u> by: Kinki Shop Diffusion, Misterfox, Paola Signorini, M. Lante Della Rovere, Billy Ballo, Eguzquiza, Nucci d'Angio, Tendresse, La Mendola, Caumont, Valditovere, Livio de Simone		
	<u>Wed., April 8:</u> 3:30 P.M. <u>Ready-to-wear</u> by: Enzo, Faraoni, Fabiani, Sorelle Fontana, Gregoriana, Heinz Riva, Lancetti, Mila Schoen, Ognibene-Zendman, Sarli, Antonelli, Schuberth, Titti Brugnoli, Tita Rossi, Tiziani, Zanolli, Andre Laug, Balestra, Baratta, Carosa, Barocco, Centinaro		
	<u>Thurs., April 9:</u> 10:00 A.M. <u>Knitwear</u> by: Ken Scott, Lancetti, Maljana, Gibi Missoni, Albertina, Celli, Bonard, Mirsa, Trico, Naka, Ilaria Gentucca, Noni Sport, Nardini, Ferrero, Laura Aponte, Avagolf		
	Contact: Centro di Firenze per la Moda Italiana, Viale Gramsci, 9/A, 50121 Florence, Italy		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday April 6	OPENING OF FALL COLLECTION Boutique, men's and young men's sportswear collections designed by Jerry Lauren. By reservation. Contact: Tony Margolis, 947-8100. Publicity: Janet Laib, UN. 1-0110.	STROBE	34 WEST 33RD STREET SHOWROOM - 4TH FLOOR
Monday April 6- May 1	FALL READY-TO-WEAR FROM IRELAND By appointment. Publicity: Ruth Hammer Associates, 246-4818.	STRELITZ	ST. MORITZ HOTEL PRIVATE SUITE
Tuesday April 7- April 9 9:00 A.M.- 6:00 P.M.	3RD INTERNATIONAL LINGERIE EXHIBITION Sponsors: Allied Underwear Assn., Associated Corset and Brassiere Mfrs., Corset and Brassiere Assn. of America, Lingerie Industry Council, Lingerie Mfrs., Assn., Negligee Mfrs. Assn. <u>Work Session: Tues., April 7, 9:00 - 11:00</u> , "The Swinging, Surging '70s", speakers: Arthur Garson, Lovable Co.; Donald Lewis, Nan Flower Lingerie; Wayne Marquesen, Hollywood Vassarette; John Moriarty, Warner's; Anthony Ritter, Barbizon Corp. <u>Orientation Seminar: "Introduction to Electronic Data Processing for Makers of Intimate Apparel", Wed., April 8, Thurs., April 9, 9:00 - 11:00</u> , speaker: Neal Hochman, Chevette. Fashion Show for benefit FIT Educational Foundation, <u>Wed., April 8, 6:00 P.M.</u> , tickets: \$10.00 each. Contact: Millet Marketing Services, 30 East 60th Street, 755-7797.	INTIMEX '70	HOTEL AMERICANA ALBERT HALL
Tuesday April 7 10:00 A.M. & 11:30 A.M.	TWO SHOWINGS OF FALL COLLECTION <u>Second show at 11:30.</u> Both shows by reservation. Continuous thereafter. Contact: LO. 5-6340.	FAIRMOOR	512 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday April 7 11:00 A.M.	OPENING OF FALL CAPSULE COLLECTION By invitation. Thereafter by appointment. Contact: LO. 4-3246.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday April 7 12:00 Noon Luncheon	16TH ANNUAL "MEN'S DAY" LUNCHEON "The Peacock Explosion". Speakers: Jerry Jontry, <u>Esquire</u> ; Robert L. Green, <u>Playboy</u> . Price: \$15.00 each. Contact: 765-8406.	COSMETIC CAREER WOMEN (50 ROCKEFELLER PLAZA)	WALDORF-ASTORIA EMPIRE ROOM
Tuesday April 7 2:00 P.M. & 3:45 P.M.	TWO SHOWINGS OF FALL COLLECTION <u>Second show at 3:45.</u> Both shows by reservation. Continuous thereafter. Contact: Miss Erika, 594-6900.	SPORTOWNE	500 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Beginning Tuesday April 7	OPENING OF FALL COLLECTION Continuous showings. Contact: Milton Shlansky, 564-6425.	HALLDON LTD.	500 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Tuesday April 7	OPENING OF FALL COLLECTION Continuous showings. Contact: Arthur Esbin, 564-6425.	HALLIE JR.	500 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday April 7- April 10	FASHIONS FROM VIENNA Fall '70 ready-to-wear, sportswear, active sportswear, skiwear, après-skiwear, loungewear, menswear, accessories from Vienna. By invitation. Publicity: Ruth Hammer Associates, 246-4820.	AUSTRIAN TRADE DELEGATE	HOTEL PLAZA 11TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 8 8:30 A.M. Coffee	EUROPEAN FASHION TRENDS SHOW Show at 9:15. By invitation only. for press, retailers, manufacturers. Contact: Chip Tolbert, PL. 9-3232.	ESQUIRE (488 MADISON AVE.)	AMERICANA HOTEL GEORGIAN ROOM
Wednesday April 8 10:30 A.M.	PREVIEW OF IMPORT FASHIONS Fashions by Marie Chantel, Paris; Obo Knits, Barbados; Bus Stop, London; presented by Apparel Presentation of Today and Yesterday--a new concept in international fashion merchandising. By invitation. Contact: Bob Kline- man or Jeanette Parkes, 239-8665.	APTT	1407 BROADWAY SHOWROOM - 15TH FLOOR
Wednesday April 8 12:30 P.M. Luncheon	FASHION SHOW AT LUNCHEON Spring and Summer collection by Don Breitingner for Harold Levine; All- Weather Raincheetahs by Judith Scates for Naman; Swimwear by Oleg Cassini for Peter Pan Swimwear. Reservations (\$5.95): CI. 6-9171. Barbetta Publicity: Ellen Perl, TE. 2-8212.	THREE MANUFACTURERS	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday April 8 2:00 P.M.& 3:45 P.M.	TWO SHOWINGS OF FALL COLLECTION Second show at 3:45. Both shows by reservation. Continuous thereafter. Contact: LO. 5-2626.	RUSSEL TAYLOR	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday April 8 4:00 P.M.- 6:00 P.M.	AWARD PRESENTATION AND RECEPTION Presentation of 1970 Cotton Award and showing of award winner's cotton fashions. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	NATIONAL COTTON COUNCIL	RAFFLES 5TH AVE. & 59TH ST.
Friday April 10 12:00 Noon	FASHION GROUP LUNCHEON MEETING More information will be published in future issues. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL AMERICANA BALLROOM
April 11- April 16	PRET-A-PORTER (ready-to-wear) in Paris, Parc des Expositions, Porte de Versailles. Contact: 69, rue de Richelieu, Paris II.		
Sunday April 12- April 16	BOSTON GIFT SHOW Contact: Bob or Maxine Carman, MU. 3-3380.	LITTLE BROTHERS SHOWS (220 FIFTH AVENUE)	WAR MEMORIAL AUDITORIUM BOSTON, MASS.
Sunday April 12- June 28	OPENING: ANNUAL FLEA MARKET Hours: 1:00 - 7:00. Admission: \$1.00. Publicity: Pearl Winick, BE. 3-6010.	NEW YORK ARTS AND ANTIQUES(97 DUANE ST.)	6TH AVENUE & 25TH STREET
Monday April 13- April 24	FASHION FORNIGHT Showings of dresses, coats, suits, boutique knitwear, suede, leather, top- coats, rainwear, furs. Contact: 54 Grosvenor St., London.	CLOTHING EXPORT COUNCIL	CHELSEA TOWN HALL LONDON, ENGLAND
April 13- April 24	79TH INTERNATIONAL FASHION WEEK IN BERLIN. Contact: Fachverband der Berliner Damenoberbekleidungsindustrie e.v., 1 Berlin-Dahlen, Podbielskiallee 42.		
Tuesday April 14 9:00 A.M. Breakfast	PRESS PREVIEW: MODEL ROOMS Opening of model rooms for Spring. By invitation only. Publicity: Arlene Friedlander, PL. 2-1988.	BLOOMINGDALE'S	5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 14- April 17	CANADIAN READY-TO-WEAR Showing of coats, suits, dresses, sportswear, rainwear, knits, skiwear, sport coats (leather, suede, fake fur). By appointment. Contact: Don Russell, 586-2400.	CANADIAN DEPT. TRADE, INDUSTRY, COMMERCE	HOTEL McALPIN 7TH FLOOR
Wednesday April 15 10:00 A.M.	OPENING OF FALL COLLECTION By reservation. Contact: Rick Feinstein, BR. 9-0952.	ROYAL PARK COUTURE BY JAN STRASS	HOTEL PLAZA STATE SUITE
Wednesday April 15 11:00 A.M. & 2:30 P.M.	PRESS PREVIEW: FALL COLLECTION "70's RPM"--bodywear, daywear, nightwear. By invitation only. Contact: Mary Ann Shraky, 682-8510.	GOSSARD-ARTEMIS	330 MADISON AVENUE SHOWROOM - PENTHOUSE
Beginning Wednesday April 15	OPENING: EARLY FALL COLLECTION Continuous showings. Contact: 244-2700.	GINORI	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Beginning Wednesday April 15	OPENING OF FALL COLLECTIONS Continuous showings. Contact: LO. 5-6900.	JONNY HERBERT; PAB	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
April 15- April 19	FRANKFURT FUR FAIR. Contact: Frankfurter Ranchwarend-Messe GmbH, 1 Bettinaplatz, 6 Frankfurt/M 7, Germany		
Thursday April 16 9:00 A.M. Breakfast	PRESS PREVIEW: FALL BRIDAL COLLECTION Preview of Fall bridal collection, including debutante and formal gowns, designed by Phyllis Bianchi. By invitation only. Also showing: Monday, April 20, 10:00 and 2:00; Tuesday, April 21, 10:00; Tuesday, April 28, 10:00. By appointment. Contact: Ray Baldasaro, BR. 9-0292. Public Relations: Margaret Hodge Co., 1270 Sixth Avenue, 765-0653.	BIANCHI	499 SEVENTH FLOOR SHOWROOM - 10TH FLOOR
Thursday April 16 10:30 A.M.	PRESS PREVIEW Preview of clothing, home furnishings, children's items by West Virginia craftsmen. Show at 11:00. Open House: 1:00 - 6:00. By invitation. (April 20-May 1, Hotel Gotham, private suite, by appointment.) Contact: Florette Angel, 1400 Union Bldg., Charleston, W. Va., 304-342-5802.	MOUNTAIN ARTISANS (WEST VIRGINIA)	1 BEEKMAN PLACE BALLROOM
April 18- April 22	ANNUAL SNOW SHOW, McALPIN HOTEL. Contact: Doris Taplinger, Ski Council of America, 415 Madison Avenue, TR. 4-3030.		
April 18- April 23	1970 SKI SHOW, STATLER-HILTON HOTEL. Contact: Ralph Des Roches, Ski Industries America, 432 Park Avenue South, 689-1266.		
Sunday April 19	OPENING OF FALL COLLECTIONS, LOS ANGELES FASHION GUILD, LOS ANGELES, CALIF. Contact: Marjorie Carne, 110 E. 9th St., L.A. 90015, 213-627-1034		
Monday April 20 9:00 A.M.	FALL COLLECTION IN CALIFORNIA Contact: Dolores Byers, 213-627-9154.	TRAVILLA (122 E. 7TH ST.)	BILTMORE HOTEL LOS ANGELES, CALIF.
Beginning Monday April 20	FALL COLLECTION IN CALIFORNIA By reservation. Contact: Walter Oppenheimer, 213-MA. 7-0806.	HELGA	722 S. LOS ANGELES ST. SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
April 21	PASSOVER (April 21-28)	Begins at sundown, Monday, April 20	
Tuesday April 21 9:00 A.M. Breakfast	PRESS PREVIEW: MEN'S MIC MAC SHOP Opening of Mic Mac sportswear boutique for men. Informal modeling. By invitation only. Publicity: Arlene Friedlander, PL. 2-1988.	BLOOMINGDALE'S	MEN'S SHOP STREET FLOOR
Beginning Tuesday April 21	FALL COLLECTION IN CALIFORNIA Showings at 10:30 and 2:30. By reservation. Contact: Dick Steiner, 213-MA. 7-5427.	ESTEVEZ FOR NEAL	719 S. LOS ANGELES ST. SHOWROOM
Thursday April 23 11:00 A.M.	OPENING OF FALL COLLECTION Young, contemporary clothes for Fall by new division of Claret. Also Monday, April 27 at 11:00. By reservation. Contact: 563-6126.	GAVI (DIV. CLARET)	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Thursday April 23 11:30 A.M.	CUSTOMER SHOWING Showing of Shannon Rodgers' collection for Jerry Silverman. Publicity: Madeline de Vries, PL. 3-7300.	BERGDORF GOODMAN	MISS BERGDORF 5TH FLOOR
Thursday April 23- May 1	SHOWINGS: FRENCH READY-TO-WEAR Sportswear, dresses, coats, suits, rainwear by members of Fédération Française des Industries du Vetement Feminin. By appointment. Publicity: Ruth Hammer Associates, 246-4820.	27 FRENCH MFRS. OF PRET-A-PORTER	N.Y. HILTON PRIVATE SUITES
Monday April 27 4:00 P.M.	OPENING OF FALL COLLECTION By invitation. Thereafter by appointment in showroom, 16th floor. Contact: Margie Corbett, CH. 4-27001	GINALA (500 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Beginning Monday April 27	OPENING OF FALL COLLECTIONS Continuous showings. Contact: WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Monday April 27	OPENING OF FALL COLLECTION Continuous showings. Contact: LO. 4-8190.	RONNIE SIMON FOR THE FIFTH ADDITION	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Monday April 27	FALL COLLECTION BY LEVINO VERNA Continuous showings. Contact: BR. 9-3650.	LAURENCE GROSS	498 SEVENTH AVENUE SHOWROOM - PENTHOUSE
Beginning Monday April 27	FALL COLLECTION BY TERRY MORTON Continuous showings. Contact: BR. 9-0952.	PARNES FEINSTEIN; PF KNITS	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday April 28 9:30 A.M.	PREVIEW OF FALL LINGERIE Showing of sleepwear and at-home collections by Arthur Williams. By invitation. Contact: Joan Seidel, MU. 9-9450.	MISS SIREN; PERIPHERY	105 MADISON AVENUE SHOWROOM - 30TH FLOOR
Tuesday April 28 10:00 A.M.	OPENING OF FALL COLLECTION By reservation. Contact: Doug Sylvia, OX. 5-2900.	STJ BY MARSHALL KLUGMAN	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 28 10:00 A.M.	PREMIERE OF FALL COLLECTION Also April 30, May 5, 7 at 10:00. By appointment. PE. 6-2291.	GININI (DIV. ORIGINALA)	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR Contact: Teri White,
Tuesday April 28 11:00 A.M.	OPENING OF FALL COLLECTION By invitation only. Contact: 736-8888.	MODELIA	205 WEST 39TH STREET SHOWROOM - 14TH FLOOR
Tuesday April 28 11:00 A.M.	OPENING OF FALL COLLECTION By reservation. Contact: 524-4510.	GINO CHARLES BY BEVERLY MOYER	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday April 28 12:00 Noon	PREVIEW: FALL COLLECTION By invitation. Thereafter by appointment. Contact: OX. 5-4270 or 868-2880.	ANNEMARIE GARDIN FOR PAPILLON	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday April 28 2:30 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: OX. 5-4812.	HOUSE OF JAMISON	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday April 28 3:30 P.M.	PRESS PREVIEW: FALL LOUNGEWEAR "Mr. Mort's Way of Looking At Home". Loungewear collection by Stan Herman and Barbara Larson. By invitation. Contact: Roy Kleeger, 768-0125.	STAN HERMAN/MR. MORT FOR CHARMFIT/YOUTHCRAFT	90 PARK AVENUE LOBBY
Tuesday April 28 4:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR Jean Cacharel of Paris will present his Fall sportswear collection. <u>Show promptly at 4:00</u> , followed by cocktails. By invitation only. Contact: Susie Vogel, WI. 7-4406.	CACHAREL (DIV. MALLORY)	THE SANCTUARY 407 W. 43RD ST. (9TH AVE.)
Tuesday April 28 4:00 P.M.	PREVIEW OF FALL COLLECTION By invitation. Thereafter at showroom, 530 Seventh Avenue, 24th floor. Contact: Maribeth Lubell, 564-5430.	GUNTER FOR PROJECT II	WEAVERS CLUB 111 WEST 40TH STREET
Beginning Tuesday April 28	OPENING OF FALL COLLECTION Day through dinner clothes by Eleanor Brenner. Continuous by appointment. Contact: Ruth Shiller or Norma Wilk, 947-9677.	BRENNER COUTURE	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Tuesday April 28	OPENING OF FALL COLLECTION By appointment. Contact: Alina Roux, 249-9600.	KEN SCOTT	17 EAST 67TH STREET SHOWROOM - 3RD FLOOR
Wednesday April 29 9:00 A.M.	OPENING OF FALL SPORTSWEAR Fall sportswear by Jaeger, and Carlo Palazzi collection for men and women. For press and buyers. Also May 5, 12 at 9:00. By reservation. Contact: Gloria Mark, PL. 8-6211. Publicity: Marianne Dube Associates, 684-7750.	JAEGER	1407 BROADWAY SHOWROOM - 41ST FLOOR
Wednesday April 29 10:00 A.M.	OPENING OF FALL COLLECTION Also May 6 at 10:00. By reservation. Contact: 594-0870.	JEREMY BY ALAN PHILLIPS	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 29 10:00 A.M.	OPENING OF FALL COLLECTION By invitation. Contact: Gina Harrington, 736-9601.	CALVIN KLEIN	205 WEST 39TH STREET SHOWROOM - 4TH FLOOR
Wednesday April 29 11:00 A.M.	OPENING OF FALL COLLECTION Also May 6 at 11:00. By reservation. Contact: 279-6250.	JENNIFER BY JEANNENE BOOHER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday April 29 12:00 Noon	OPENING OF FALL COLLECTION By reservation. Contact: 594-3000.	MORTON MYLES FOR MALCOLM CHARLES	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday April 29 1:00 P.M.	OPENING OF FALL COLLECTION Opening in Jr. Sophisticates' showroom. Thereafter continuous in own show- room, 7th floor. Contact: Judy Harvey, LO. 4-0462.	SPORT SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday April 29 2:00 P.M.	OPENING OF FALL COLLECTION Also May 5 at 2:00. By reservation. Contact: LO. 4-9194. Publicity: Betty Yarmon, TR. 9-7112.	ABE SCHRADER BY BELLE SAUNDERS	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday April 29 3:00 P.M.	OPENING OF FALL COLLECTION By invitation. Thereafter continuous. Contact: Doris Reiter, 563-6126.	CLARET	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Wednesday April 29 4:00 P.M.	FALL COLLECTION BY ELINOR SIMMONS Also May 6 at 4:00. By reservation. Contact: 594-0030.	MALCOLM STARR	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wennesday April 29 7:30 P.M. Dnnner	ANNUAL FASHION AWARD DINNER Awards will be presented to students by designer-critics: Donald Brooks, Erika Elias, Meredith Gladstone, Gunter, Stan Herman, Victor Joris, John Moore, Norman Norell, Don Simonelli, Ann Webster, Chester Weinberg. Com- mentator: Eve Orton. Dinner at 9:00. (Black Tie) Reservations (\$25.00 each): PL. 9-2214 Ext. 35.	PARSONS SCHOOL OF DESIGN (410 EAST 54TH STREET)	HOTEL PLAZA GRAND BALLROOM
Thursday April 30 10:30 A.M.	PREVIEW OF FALL COLLECTION Preview of Bonnie Cashin's Fall collectonn for Philip Sills. By invitation. By appointment beginning Mon., May 4. Contact: Arthur Sheer, LO. 5-0274. Publicity: Ruth Hammer Associates, 246-4818.	PHILIP SILLS; BONNIE CASHIN DESIGNS	48 WEST 37TH STREET SHOWROOM - 5TH FLOOR
Thursday April 30 11:30 A.M.	OOPENING OF FALL COLLECTION Also May 7 at 11:30. Contact: Jeanne Dionne, CH. 4-7522 or CH. 4-4950.	JERRY SILVERMAN BY SHANNON RODGERS	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Thursday April 30 12:30 P.M. Luncheon	52ND ANNUAL LUNCHEON SHOW Sponsored by: Allied Chemical, American Cyanamid, American Enka, American Wool Council, Bancroft, Celanese, Dow Badische, Du Pont, Eastman Chemical, American Viscose, Hyston, Malina, Monsanto, National Cotton Council, Wool Bureau, Phillips. Fashion Show Director: Mis Grau, PL. 5-1127. Price: \$15. Press by ticket only. Contact: Edward Brandwein, MU. 3-7520.	NATIONAL KNITTED OUTERWEAR ASSN	WALDORF-ASTORIA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 30 1:15 P.M.	OPENING OF FALL COLLECTION Also May 4 at 1:15. By reservation.	NAT KAPLAN	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR Contact: Miss Fritzi, LO. 5-4115.
Thursday April 30 2:30 P.M.	FALL COLLECTION BY BILL DE NATALE By reservation. Continuous thereafter.	JEUNESSE	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR Contact: Howard Gilson, 695-6234.
Thursday April 30 3:00 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: LO. 4-6874.	FRANK ADAMS FOR STUDIO SIX	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR Publicity: Betty Yarmon, TR. 9-7112.
Thursday April 30 4:00 P.M.	FALL COLLECTION BY RIZKALLAH By reservation. Contact: 594-0030.	MALCOLM STARR INTERNATIONAL	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Friday May 1 10:00 A.M.	PRESS PREVIEW: PREMIERE COLLECTION By invitation only. Thereafter by appointment.	DON SIMONELLI	205 WEST 39TH STREET SHOWROOM - 15TH FLOOR Contact: 868-9070.
Friday May 1 11:00 A.M.	PRESS PREVIEW: FALL COLLECTION By invitation. Also May 4, 5, 13 at 11:00.	WRAGGE	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR Bontact: WI. 7-4968.
Monday May 4 9:00 A.M.	OPENING OF FALL COLLECTION Also May 11 at 11:00. By reservation.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR Contact: Ruth McLaughlin, WI. 7-9470.
Monday May 4 10:00 A.M.	OPENING OF FALL COLLECTION Also May 12, 14 at 9:30. By reservation.	TIFFEAU	550 SEVENTH AVENUE SHOWROOM - 8TH FLOOR Contact: WI. 7-4551.
Monday May 4 11:00 A.M.	OPENING OF FALL COLLECTION Also May 7 at 11:00; May 14, 21 at 3:00. By reservation.	TRAINA BOUTIQUE	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR Contact: LA4-3520.
Monday May 4 12:00 Noon	OPENING OF FALL COLLECTION Also May 6, 11, 13, 19 at 12:00 Noon. By reservation.	GEOFFREY BEENE	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR Contact: LW. 4-0454.
Monday May 4 1:00 P.M.	OPENING OF FALL COLLECTION Also May 6, 11, 13 at 1:00. By reservation.	DON BREITINGER FOR HAROLD LEVINE	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR Contact: LA. 4-0237.
May 4	1:00 P.M., OSCAR DE LA RENTA BOUTIQUE PRESS PREVIEW (see page 11)		
Monday May 4 2:30 P.M.	OPENING OF FALL COLLECTION Also May 6, 11, 13, 19 at 2:30. By reservation.	ALDRICH BY MARIE McCARTHY	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR Contact: CH. 4-1872.
Monday May 4 2:30 P.M.	FALL COLLECTION BY OLE BORDEN By reservation. Contact: LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 4 4:00 P.M.	OPENING OF FALL COLLECTION Also May 12, 19 at 2:00. <u>by invitation.</u>	OSCAR DE LA RENTA BOUTIQUE By reservation. (Press Show: Mon., May 4, 1:00, Contact: Marilyn Pignoni, LA. 4-9350.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday May 4 5:00 P.M.	PRESS PREVIEW: FALL COLLECTION By invitation. Also May 7, 12, 14 at 4:00, in showroom, 21st floor. By reservation. Contact: WI. 7-8235.	DONALD BROOKS (550 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Beginning Monday May 4	OPENING: FRENCH READY-TO-WEAR By appointment. Contact: Liza Wanklyn, 755-7171.	PARIS COLLECTIONS	543 MADISON AVENUE SHOWROOM - 3RD FLOOR
Beginning Monday May 4	OPENING OF FALL COLLECTION Designed by Patrick Porter and June Francis. Contact: LO. 5-1025. Publicity: Barbara Kling, LT. 1-8024.	RONA	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday May 5 8:30 A.M. Coffee	PREVIEW OF FALL COLLECTION Boutique ready-to-wear and leather collection by Pertegaz. (Repeat Show: Wed., May 6, 8:30 A.M.) For press and buyers, by invitation. Contact: Fernando Aleu, 730 Fifth Avenue, 581-3950.	PERTEGAZ (SPAIN)	SPANISH PAVILLION 57TH ST. & PARK AVE.
Tuesday May 5 10:00 A.M.	OPENING OF FALL COLLECTION Also May 7, 12, 14 at 10:00. By reservation. Contact: LA. 4-7626.	ADELE SIMPSON	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 5 10:00 A.M.	OPENING OF FALL COLLECTION By reservation. Contact: Joan Luchesi, 736-6180.	ADRI	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday May 5 10:30 A.M.	OPENING OF FALL COLLECTION Also May 7 at 10:30. By reservation. Contact: 279-3091. Publicity: Eleanor Lambert, MU. 8-2130.	PIERRE CARDIN	550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday May 5 11:00 A.M.	OPENING OF FALL COLLECTION Also May 13 at 11:00. By reservation. Contact: LA. 4-5923.	WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday May 5 11:30 A.M.	OPENING OF FALL COLLECTION Also May 12 at 11:30. By reservation. Contact: LO. 4-2155.	CHUCK HOWARD	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday May 5 12:00 Noon	OPENING OF FALL COLLECTION Also May 12 at 12:00 Noon. By reservation. Contact: LW. 4-0454.	BEENE BAZAAR	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday May 5 1:00 P.M.	OPENING OF FALL COLLECTION Also May 7, 11, 12, 18, 19 at 1:00. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA	550 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 5 1:00 P.M.	OPENING OF FALL COLLECTION Also May 12 at 1:00. By reservation. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 5 2:30 P.M.	OPENING OF FALL COLLECTION Also May 7, 12, 14 at 2:30. By reservation. (Press Show: Mon., May 11 at 3:00 P.M., Plaza Hotel, Terrace Room, by invitation.)	BILL BLASS FOR MAURICE RENTNER	550 SEVENTH AVENUE SHOWROOM - 17TH FLOOR Contact: LA. 4-6968.
Tuesday May 5 2:30 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: PE. 6-6983.	HOUSE OF BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Tuesday May 5 3:00 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: LO. 4-9115.	ANNE FOGARTY	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday May 5 4:00 P.M.	OPENING OF FALL COLLECTION Also May 11 at 4:00. By reservation. Contact: PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday May 5 4:00 P.M.	OPENING OF NEW COLLECTION By invitation only. Thereafter by appointment, 550 Seventh Avenue, 4th floor. Contact: Tita Curtis, WI. 7-8235.	BOUTIQUE DONALD BROOKS	WEAVERS CLUB 111 WEST 40TH STREET
Tuesday May 5 5:30 P.M.	PRESS PREVIEW: PREMIERE COLLECTION By invitation only. (Buses from Weaver's Club to Sam's.) <u>Buyer Shows:</u> May 7, 11 at 9:00 (coffee at 8:30). By invitation. Contact: Linda Johnson, CH. 4-3877.	CHESTER WEINBERG NOW	SAM'S 2ND AVE. & 64TH STREET
May 6	9:30 A.M., CHESTER WEINBERG PRESS SHOW (see below)		
Wednesday May 6 10:30 A.M.	OPENING OF FALL COLLECTION Also May 12, 14 at 10:30. By reservation. Contact: CH. 4-2616.	SAMUEL WINSTON	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday May 6 11:00 A.M.	OPENING OF FALL COLLECTION Also May 12 at 11:00. By reservation. Contact: LO. 3-0988. Publicity: Len and Marsha Gerber, PL. 2-2254.	RODRIGUES FOR PETER CLEMENTS	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday May 6 3:00 P.M.	OPENING OF FALL COLLECTION Also May 7 at 1:30. By reservation. Contact: 594-5660.	LEO NARDUCCI	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday May 6 2:30 P.M.	OPENING OF FALL COLLECTION Also May 13 at 2:30. By reservation. Contact: Maria Finkle, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday May 6 4:00 P.M.	OPENING OF FALL COLLECTION Also May 11, 13, 19 at 4:00. By reservation. (Press Show: Wed., May 6, 9:30 A.M., by invitation.) Contact: Linda Johnson, CH. 4-3877.	CHESTER WEINBERG	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday May 7 10:00 A.M.	PRESS PREVIEW: FALL COLLECTION Also May 13 at 12:00 Noon; May 14 at 10:00 A.M. By invitation. Contact: Ray Ricard, 524-7900.	GAYLE KIRKPATRICK	530 SEVENTH AVENUE SHOWROOM - 29TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 7 10:30 A.M.	OPENING OF FALL COLLECTION Also May 12, 14 at 10:30. (Press Show: May 7 at 2:30, by invitation.) By reservation. Contact: Mabel Glemby, LA. 4-9350.	OSCAR DE LA RENTA	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday May 7 12:00 Noon	OPENING OF FALL COLLECTION Also May 12 at 12:00 Noon. By reservation. Contact: BR. 9-5012.	MOLLIE PARNIS	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
May 7	2:30 P.M., OSCAR DE LA RENTA PRESS SHOW (see above)		
Thursday May 7 5:00 P.M. Cocktails	OPENING OF FALL COLLECTION Show at 5:30. By invitation. Thereafter by appointment, Suite 223. Contact: 415-444-5070.	RICHARD TAM	HOTEL PLAZA WHITE & GOLD SUITE
Friday May 8 11:00 A.M.	OPENING OF FALL COLLECTION By reservation. Contact: CH. 4-3169.	MODERN COUTURE	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Monday May 11 10:00 A.M.	OPENING OF FALL COLLECTION By reservation. Contact: 244-2616.	WINSTON BOUTIQUE	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
May 11	3:00 P.M., BILL BLASS PRESS SHOW (see page 12)		
Tuesday May 12 5:15 P.M.	OPENING OF FALL COLLECTION By invitation only. Thereafter by appointment, Suite 1101. Contact: Sylvan Rich, 110 E. 9th St., Los Angeles, 213-623-3338.	JON MANDL FOR RICHARD TAM II	HOTEL GOTHAM BALLROOM
Beginning Tuesday May 12	OPENING OF ALL- SEASONS COLLECTION Continuous showings. Contact: Helen Feinstein, LO. 3-6143.	RIKKI FOR SPORT TRIO	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday May 13 11:00 A.M.	OPENING OF FALL COLLECTION Also May 14 at 11:00. By reservation. Contact: 524-3818.	STAN HERMAN FOR MR. MORT	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Thursday May 14 3:00 P.M.	OPENING OF FALL COLLECTION Press Show: Mon., May 18 at 3:00. By invitation. Contact: Dorothy Hermé, CH. 4-7270.	SARMI	550 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Monday May 18 4:00 P.M.	PRESS SHOW: FALL COLLECTION By invitation. Contact: LO. 3-1600.	TRIGERE	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
<u>LAST-MINUTE ANNOUNCEMENTS</u>			
Beginning Monday March 30	OPENING: FALL KNIT COLLECTION Continuous showings. Contact: LO. 4-6874. Publicity: Betty Yarmon, TR. 9-7112.	FRANK ADAMS FOR STUDIO SIX	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Monday March 30	OPENING: FALL KNIT COLLECTION Continuous showings. Contact: LO. 4-9194. Publicity: Betty Yarmon, TR 9-7112.	ABE SCHRADER BY BELLE SAUNDERS	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR

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